

FIG. 1

10

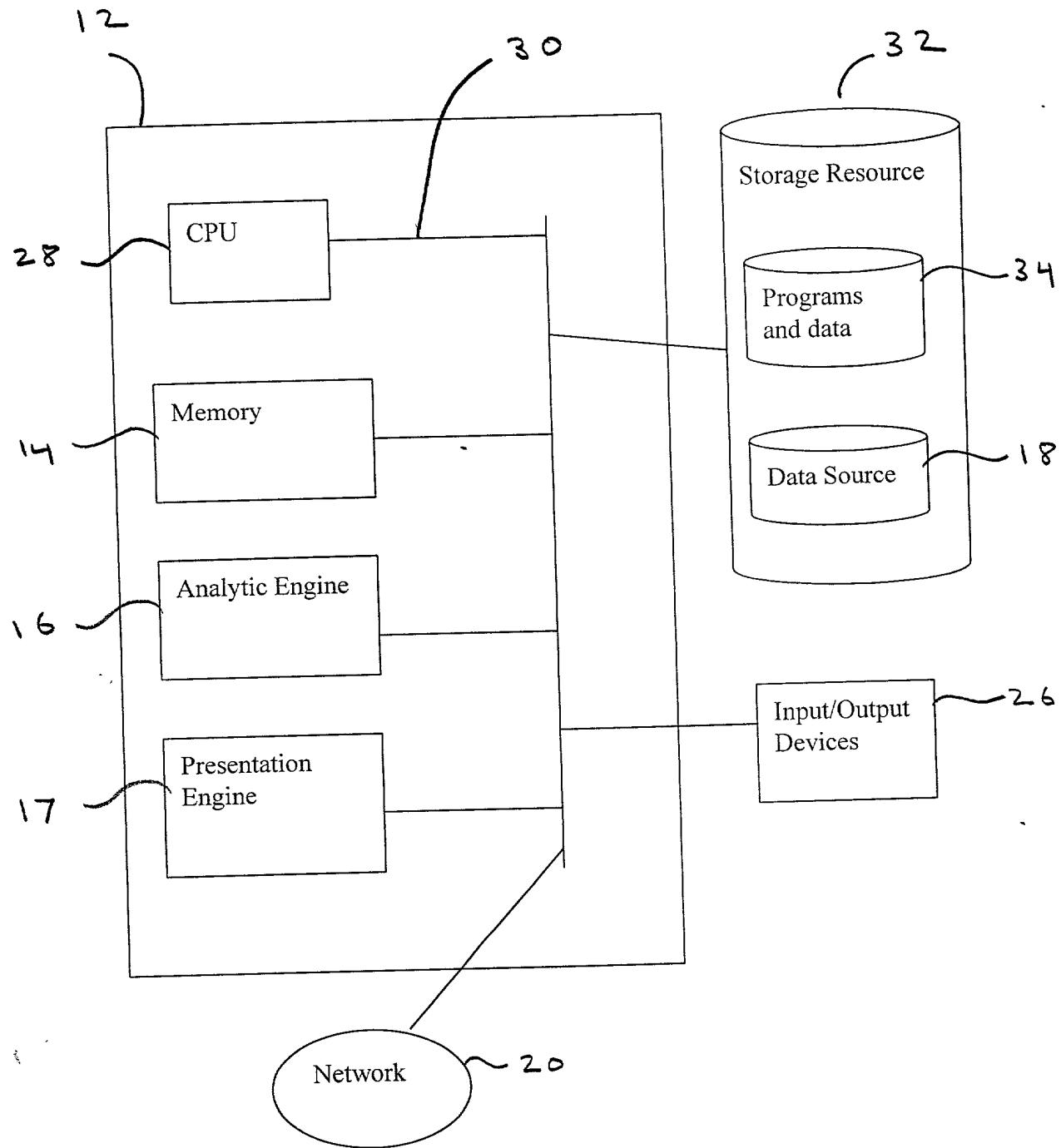
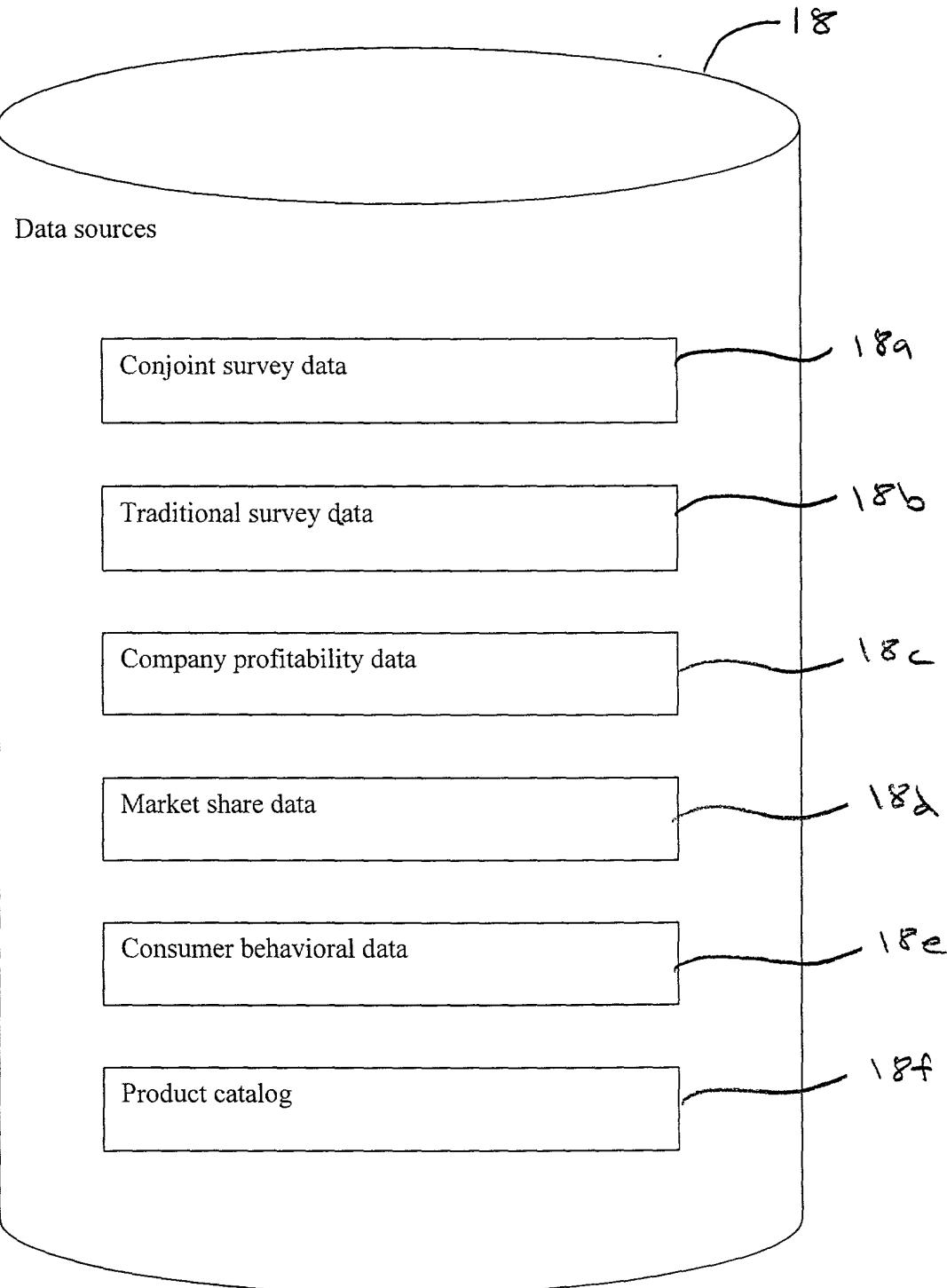
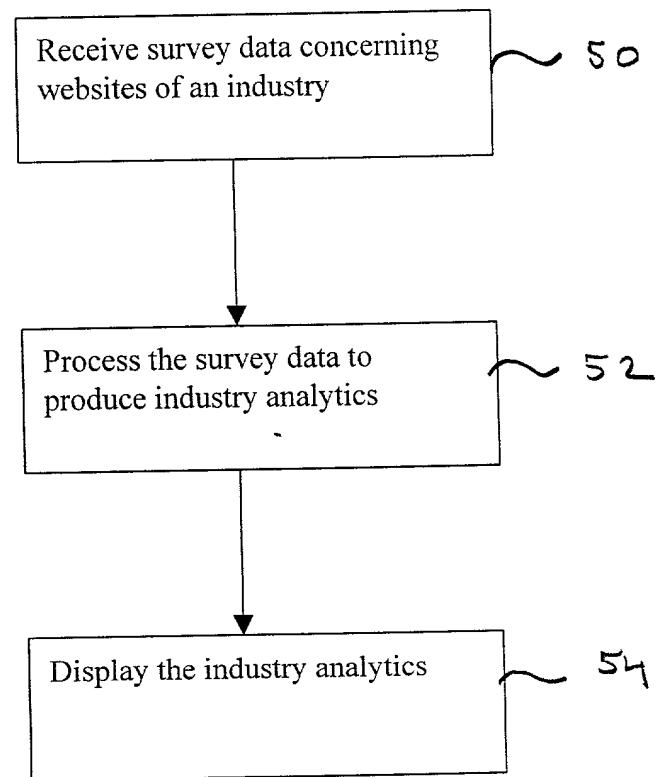


FIG. 2



**FIG. 3**



**FIG. 4**

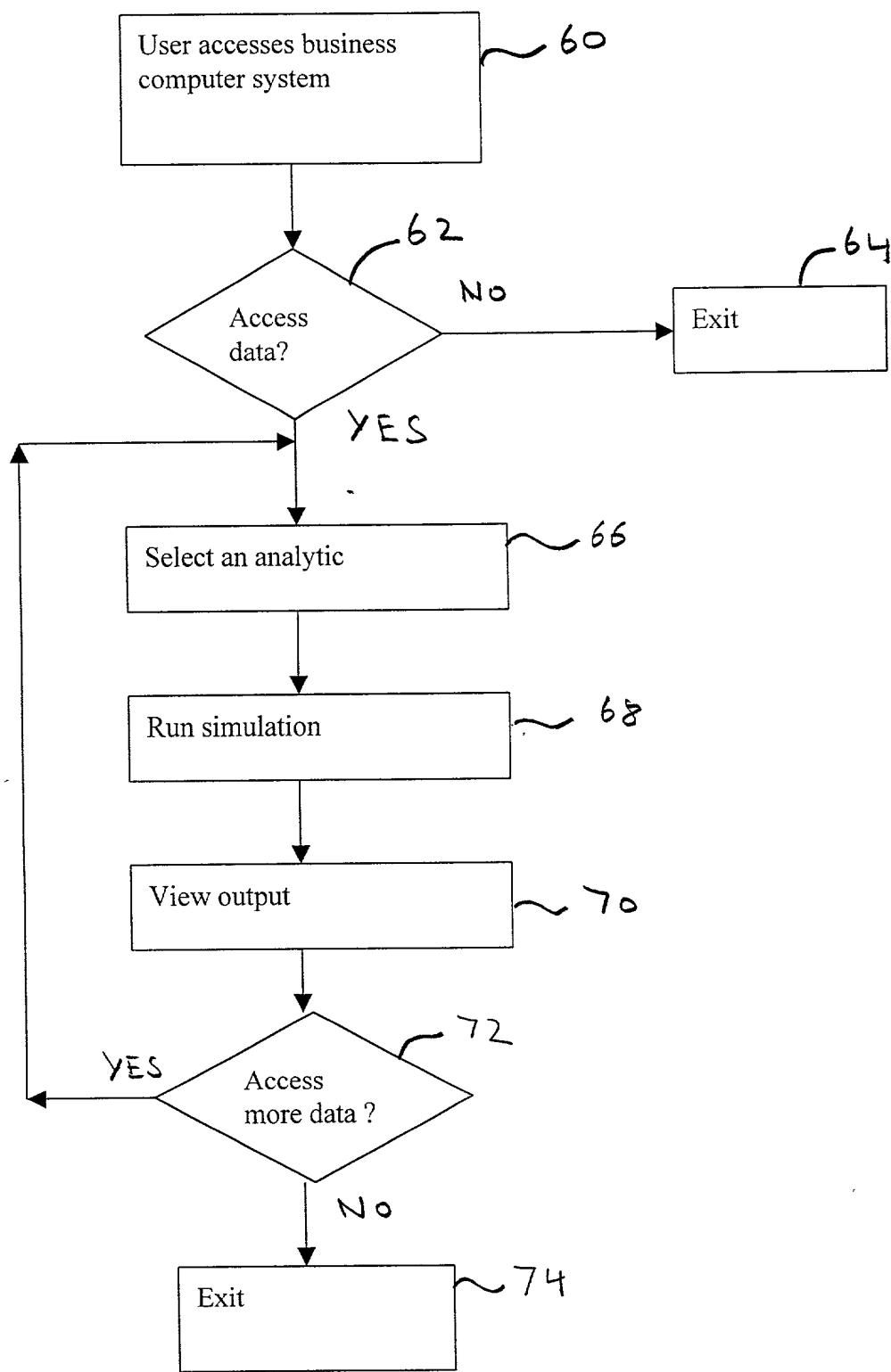
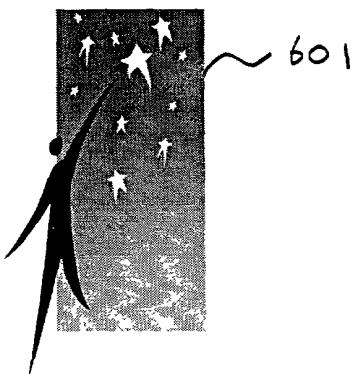
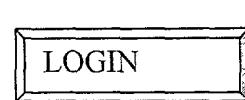


FIG. 5



601



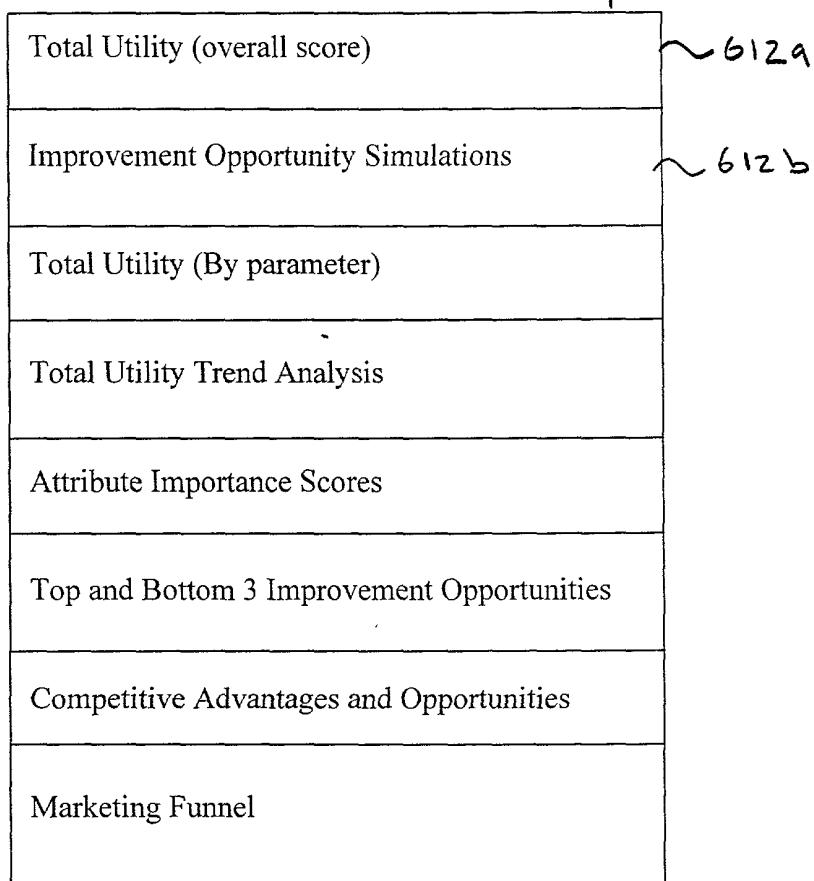
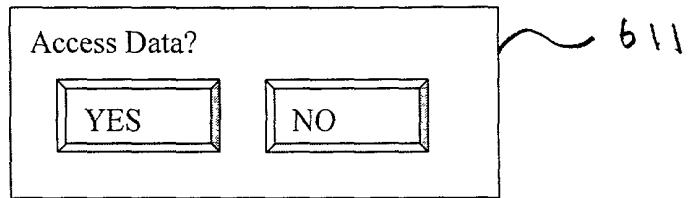
603

Welcome to the Marketing Decision Toolkit. This toolkit will provide the user with marketing analytics based on website industry information. Armed with these analytics, the marketing professional is able to make effective marketing decisions.

602

600

F16- 6A



610

FIG. 6B

# Total Utility

Across all parameters

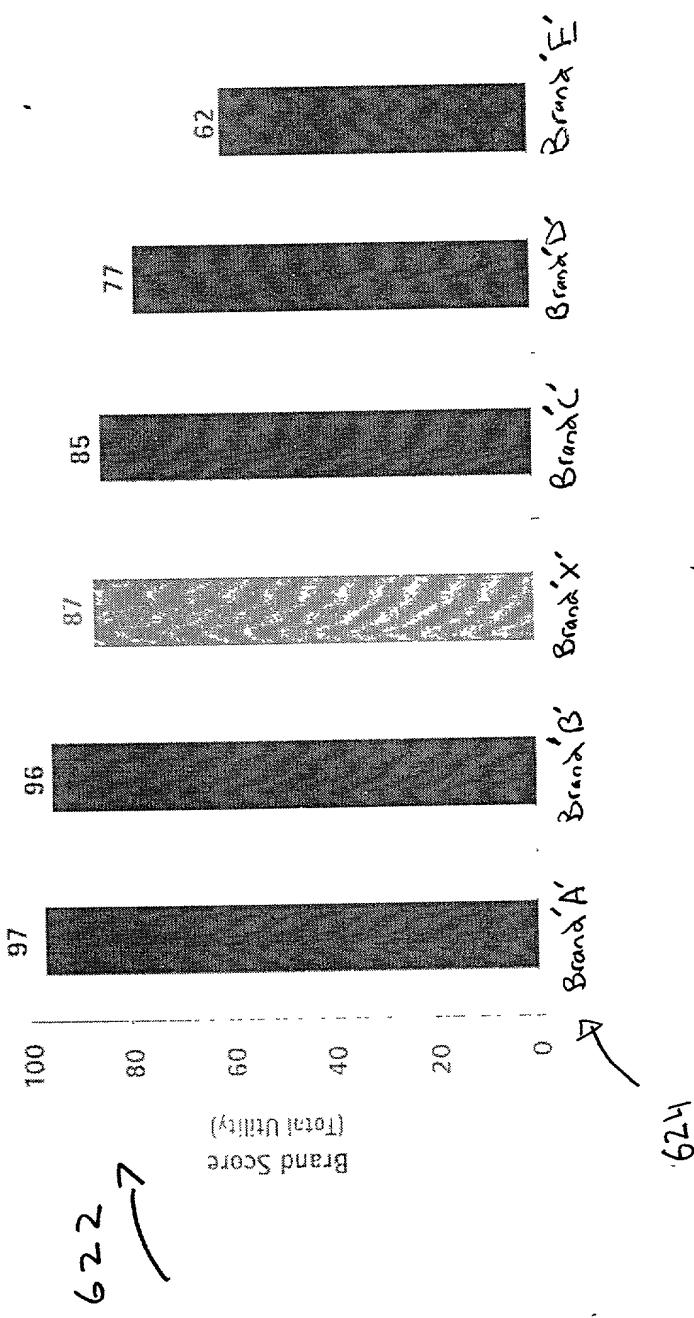


Fig. 6C

# Improvement Opportunity Simulations

634

632

630

Market Share  
Consumer Preference

Current Level  
30

Run Simulation

Simulation Level  
32

Change  
+2 points

+3 points

70

73

\$300 million

\$301 million

\$1 million

\$4.10

\$4.20

\$0.10

\$1.2 million

Profitability  
Price premium with  
constant market share  
Incremental profit from  
price increase

FIG. 6D

# Total Utility

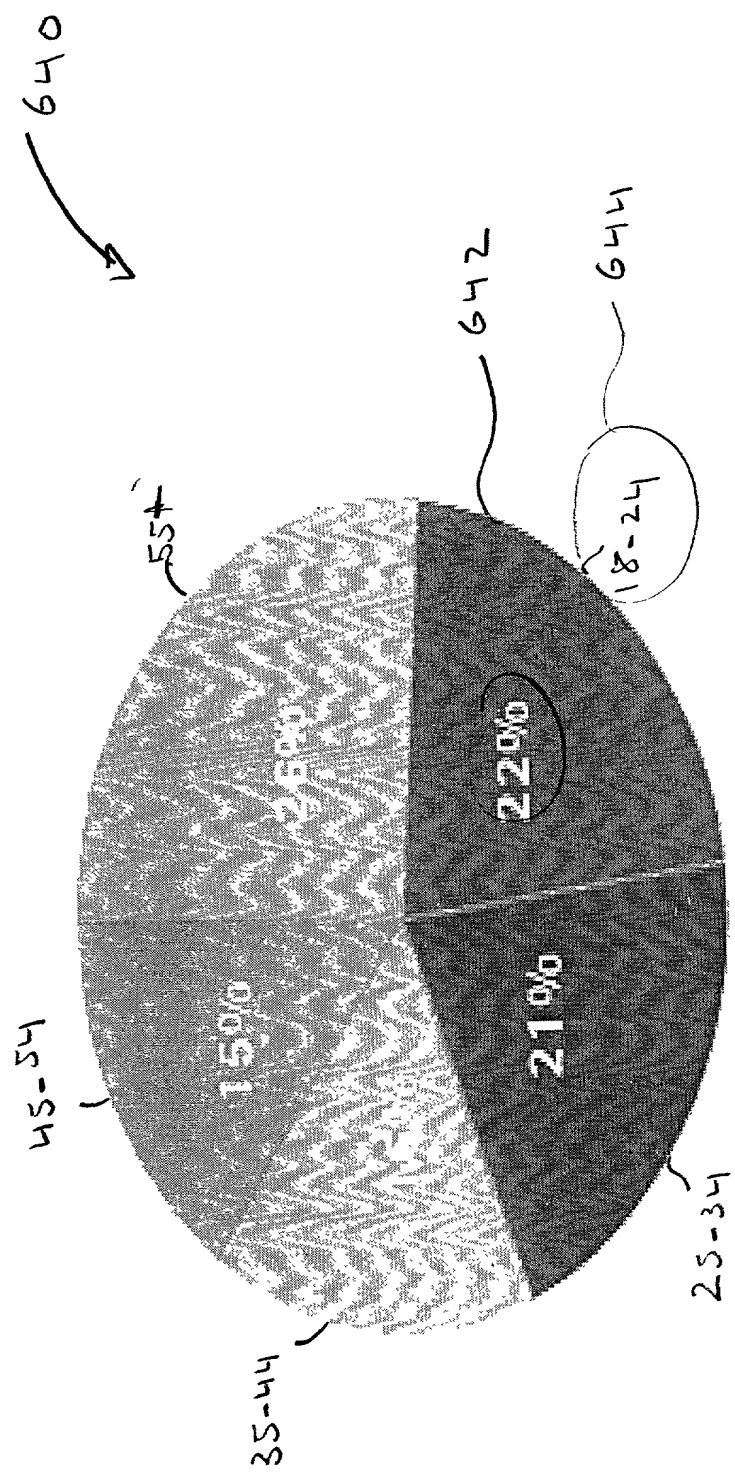


FIG. 6 E

# Total Utility Trend Analysis

Based Level Analysis

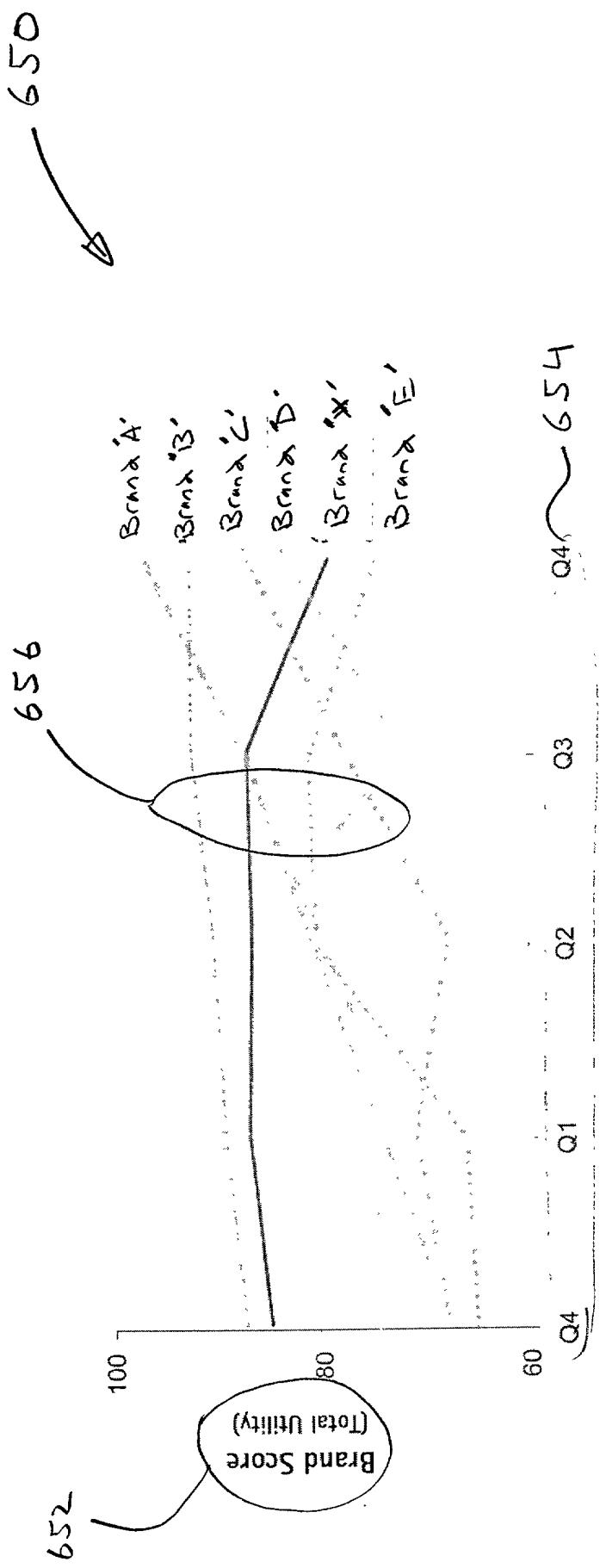


Fig. 6. 6F

## Attribute Importance Scores

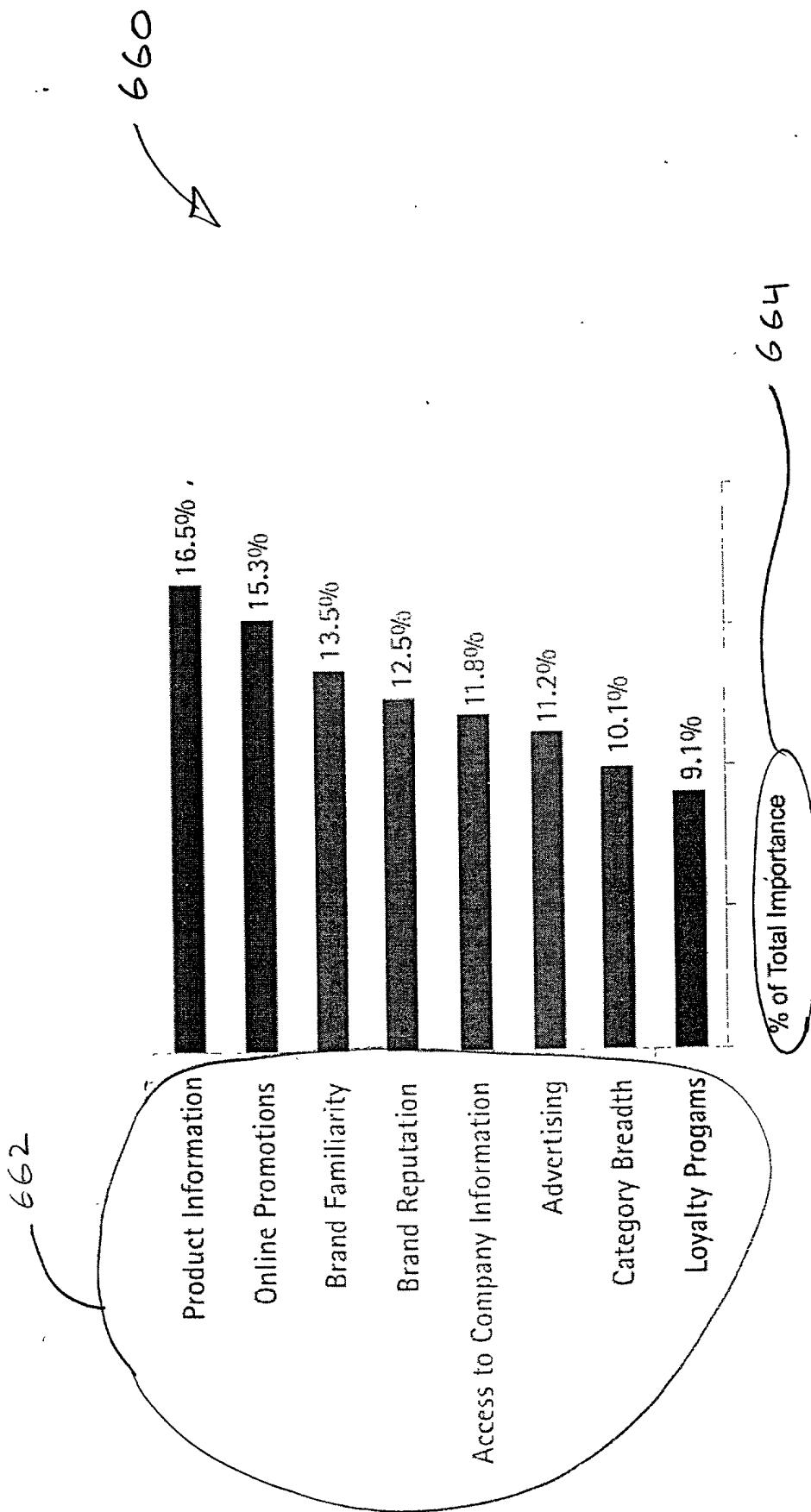


FIG. 6G

## Top and Bottom 3 Improvement Opportunities

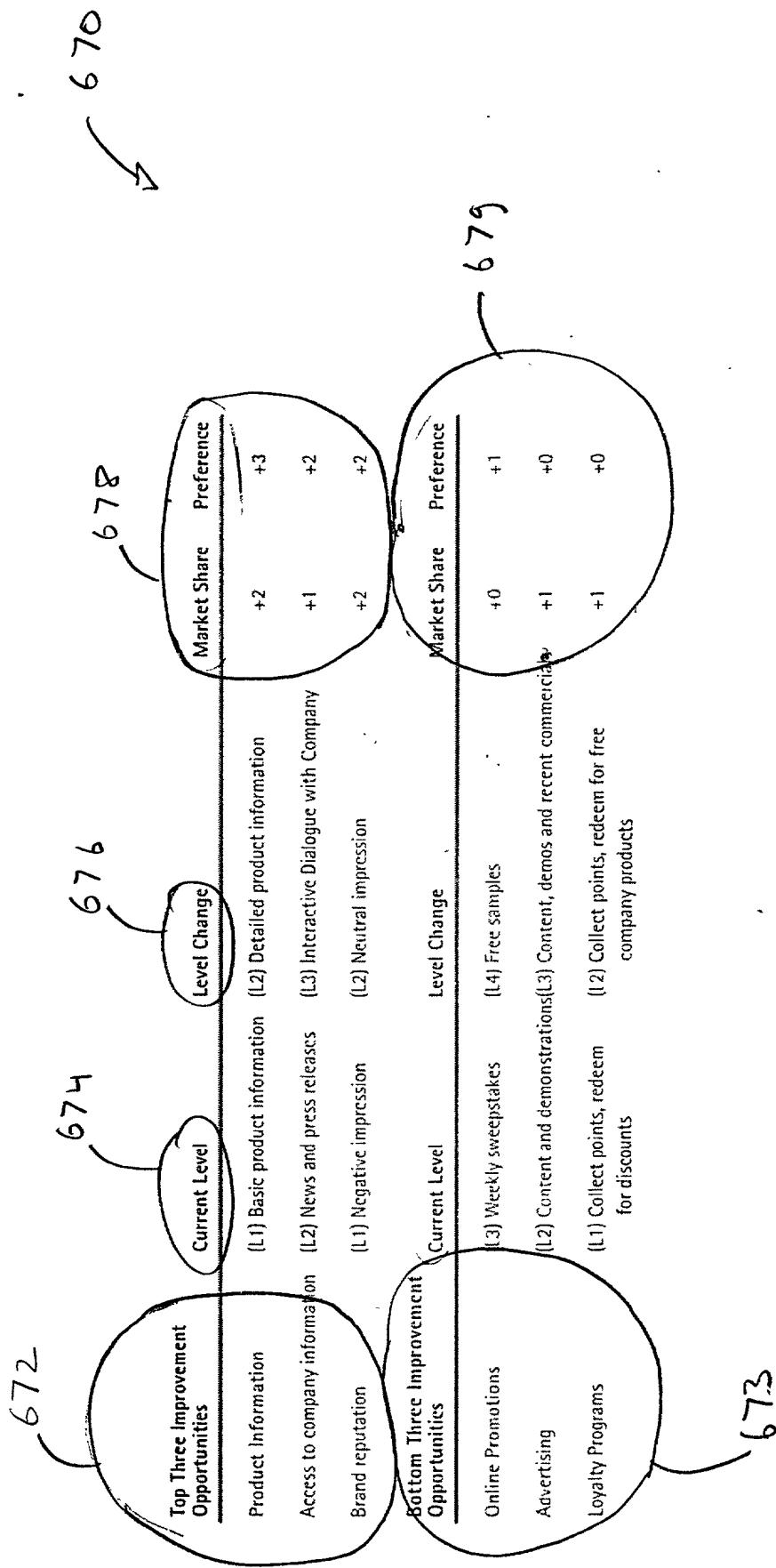


FIG. 6H

## Competitive Advantages and Opportunities

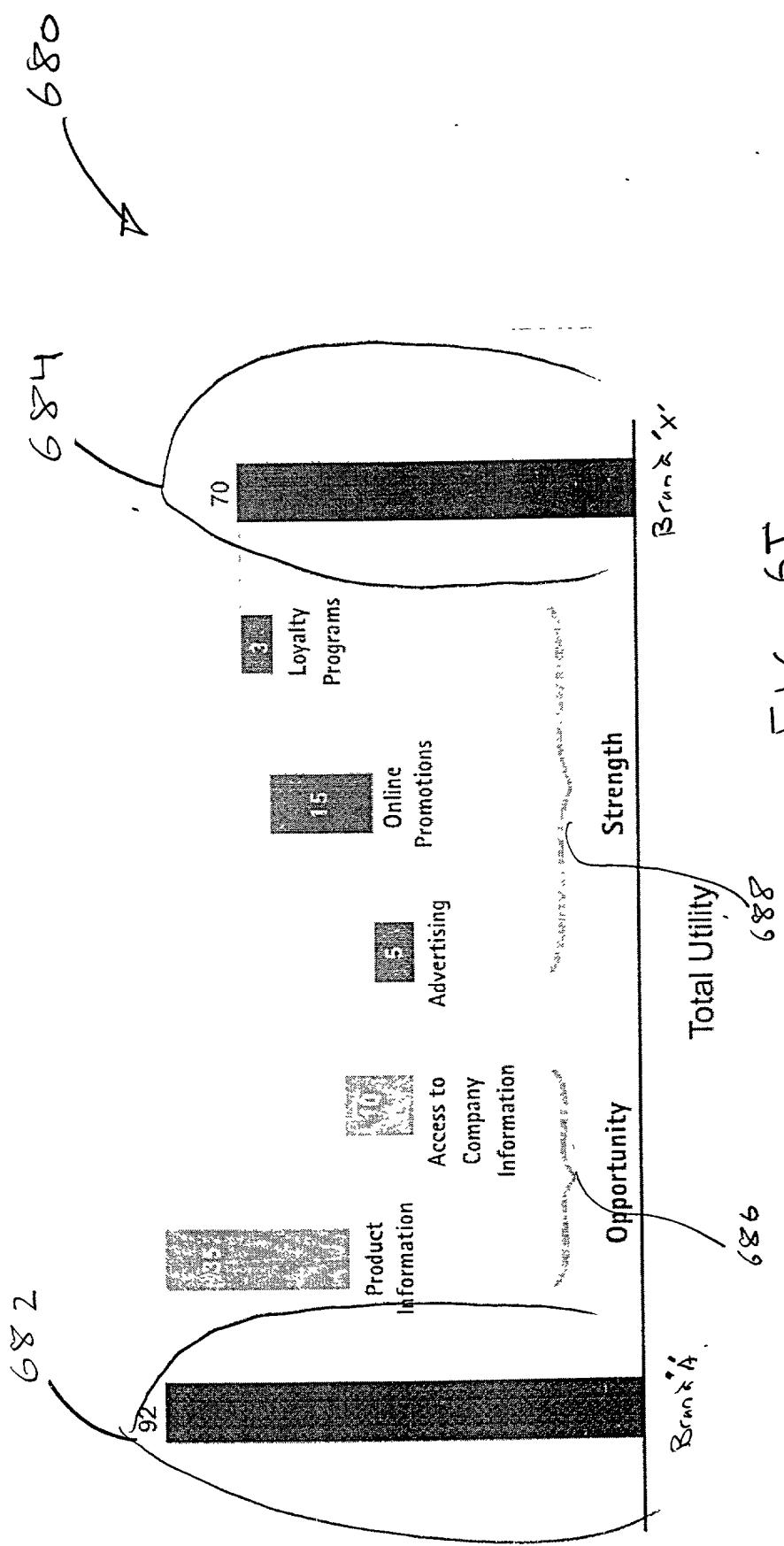
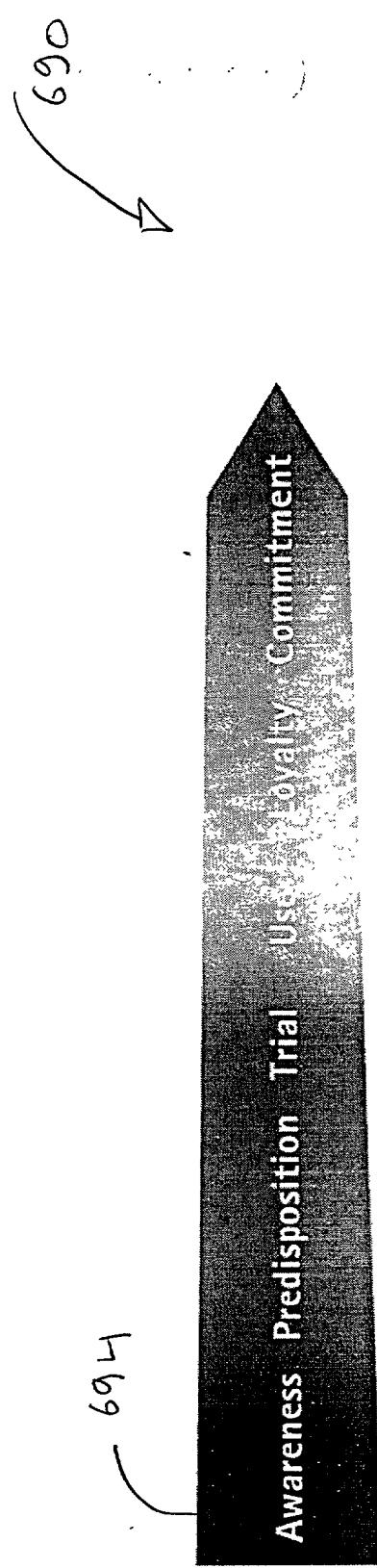


FIG. 61

# Marketing Funnel



48            20            15            8            5            12  
67            55            39            20

692

EIG. 61